

FOR IMMEDIATE RELEASE

DATE: Feb. 15, 2012

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Or

Donna Mull, Catawba County Youth Council Advisor, 828-465-8240 or donna_mull@ncsu.edu.

CATAWBA COUNTY STUDENTS MAY ENTER DISTRACTED DRIVING VIDEO CONTEST

HICKORY — High school and home schooled students living in Catawba County are invited to enter the Second Annual Distracted Driving Video Contest.

This contest is sponsored by the Distracted Driving Video Contest Committee in collaboration with the Catawba County Youth Council and Sig Holcomb with State Farm Insurance. Videos are due to the student's school contact by April 2. All home-schooled students should submit their videos to Donna Mull at the N.C. Cooperative Extension Service by April 2. She may be reached at 828-465-8240 or donna_mull@ncsu.edu.



All contest participants will be invited to a red carpet event on April 30 at the Green Room. The event will include a premier viewing of all videos, plus pictures, prizes, etc. The Grand Prize winning team will be presented with \$100, a free limo ride and lunch.

The contest rules are as follows.



1. Entries may be submitted by an individual student, team of students or on behalf of a school/ community club. Teams are limited to no more than five students.
2. Videos must be the original work of the students, team, club or organization submitting the video.
3. Students are encouraged to address multiple issues of distracted driving in their videos, such as, but not limited to, cell phone use, texting, eating, overcrowded vehicles, loud music, etc. Students must avoid demonstrating such actions in a moving vehicle or filming any part of the video while in a moving vehicle.
4. If music is used in the video, it cannot be copyrighted. Examples of royalty-free music sites are:

http://www.partnersinrhyme.com/pir/free_music_loops.shtml; <http://incompetech.com/m/c/royalty-free>; <http://music4yourvids.co.uk/index.html>; <http://www.royaltyfreemusic.com/free.html> ; <http://soundcloud.com/creativecommons>

5. Videos must be 90 seconds or less in length; any video longer than that will be disqualified.
6. Editing software can include, but is not limited to, Windows Movie Maker and iMovie.
7. Each entry must be in one of the following formats: .MPEG4, .AVI, .WMV, or .MOV and must be recorded and submitted on a DVD to a designated school contact or Donna Mull by April 2.
8. Videos will be uploaded to You Tube and/or Facebook after being reviewed by the Distracted Driving Video Contest Committee.
9. Upon submission, all videos become the property of Catawba County Government, and require a completed Liability and Photo Release form by each individual, team, community or organization participant before the entry can be accepted.

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